

PATENT COOPERATION TREATY

From the
INTERNATIONAL SEARCHING AUTHORITY

DOCKETED

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WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY

(PCT Rule 43bis.1)

Date of mailing (day/month/year) 26 JAN 2007	
Applicant's or agent's file reference 20004-277WO	FOR FURTHER ACTION See paragraph 2 below
International application No. PCT/US05/13765	International filing date (day/month/year) 22 April 2005 (22.04.2005)
Priority date (day/month/year) 23 April 2004 (23.04.2004)	
International Patent Classification (IPC) or both national classification and IPC IPC: H04N 7/16(2007.01) USPC: 725/2,4,9,10,14,23	
Applicant NIELSEN MEDIA RESEARCH, INC.	

1. This opinion contains indications relating to the following items:

- ☒ Box No. I Basis of the opinion
- ☐ Box No. II Priority
- ☐ Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- ☐ Box No. IV Lack of unity of invention
- ☒ Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
- ☐ Box No. VI Certain documents cited
- ☐ Box No. VII Certain defects in the international application
- ☐ Box No. VIII Certain observations on the international application

2. FURTHER ACTION

If a demand for international preliminary examination is made, this opinion will be considered to be a written opinion of the International Preliminary Examining Authority ("IPEA") except that this does not apply where the applicant chooses an Authority other than this one to be the IPEA and the chosen IPEA has notified the International Bureau under Rule 66.1bis(b) that written opinions of this International Searching Authority will not be so considered.

If this opinion is, as provided above, considered to be a written opinion of the IPEA, the applicant is invited to submit to the IPEA a written reply together, where appropriate, with amendments, before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later.

For further options, see Form PCT/ISA/220.

3. For further details, see notes to Form PCT/ISA/220.

Name and mailing address of the ISA/ US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450 Facsimile No. (571) 273-3201	Date of completion of this opinion 06 December 2006 (06.12.2006)	Authorized officer KIEU-OANH BUI Telephone No. 571-272-2600
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WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

International application No.

PCT/US05/13765

Box No. I Basis of this opinion

1. With regard to the **language**, this opinion has been established on the basis of:

- ☒ the international application in the language in which it was filed
- ☐ a translation of the international application into _____, which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).

2. With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application and necessary to the claimed invention, this opinion has been established on the basis of:

a. type of material

- ☐ a sequence listing
- ☐ table(s) related to the sequence listing

b. format of material

- ☐ on paper
- ☐ in electronic form

c. time of filing/furnishing

- ☐ contained in the international application as filed.
- ☐ filed together with the international application in electronic form.
- ☐ furnished subsequently to this Authority for the purposes of search.

3. ☐ In addition, in the case that more than one version or copy of a sequence listing and/or table(s) relating thereto has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that in the application as filed or does not go beyond the application as filed, as appropriate, were furnished.

4. Additional comments:

**WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY**

International application No.
PCT/US05/13765

Box No. V Reasoned statement under Rule 43 bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Claims <u>1-59</u>	YES
	Claims <u>NONE</u>	NO
Inventive step (IS)	Claims <u>1-59</u>	YES
	Claims <u>NONE</u>	NO
Industrial applicability (IA)	Claims <u>1-59</u>	YES
	Claims <u>NONE</u>	NO

2. Citations and explanations:

Claims 1-59 meet the criteria set out in PCT Article 33(2)-(4), because the prior art does not teach or fairly suggest an apparatus and its corresponding method for monitoring a displayed VOD program comprising the steps of determining a first set of metering information based on a first set of data collected at a subscriber site, determining a second set of metering information based on a second set of data reported by at least one of a VOD server and a headend, and determining a third set of data based on the second set of data, then combining the first and third sets of metering information to credit the displayed VOD program as cited in claims 1 and 49, and similarly in claims 33 and 46 with further encrypted identifier feature, with further personal data keys as in claim 41, and further including a metering record hastening unit and a hashed metering database processor as in claim 55.